



Attention Special Event Organizer:

The City of Goodyear is now accepting applications for its Special Events Sponsorship Funding Program.

The program provides direct monetary grants and indirect in-kind services primarily to agencies/organizers who hold events in Goodyear. If your event is not physically in the City, it should be well attended by residents of Goodyear. As you will see from the application, the City takes many event factors – both tangible and intangible - into consideration when judging the value of our sponsorship.

Applications will be accepted through March 15, 2006 at 5:00 p.m. and the deadline will be strictly followed. Please understand that late applications will not be accepted. Mail or deliver application to City of Goodyear Communications Division, Goodyear City Hall, 190 N. Litchfield Rd., Goodyear, AZ 85338.

Please read the following application carefully to ensure you complete the required questions. The application process is as follows:

1. February 15 through March 15, 2006 at 5:00 p.m - Application submittals;
2. March 15 through 20 - A technical review of each application will be made to determine the value of sponsorship to the City of Goodyear;
3. March 27 through April 7 – Council subcommittee to review and draft recommendations;
4. April 10 through 24 – Letters sent to applicants advising of the subcommittee's recommendations;
5. May 1 or 15 – Council Worksession to discuss subcommittee recommendations;
6. June 12 or 26 – Formal City Council action taken on funding requests.

Sponsorship funding amounts (both cash and in-kind) approved by the City Council will be part of the FY 06-07 budget adopted by the City Council. Award recipients will be notified by letter in July 2006 of the amount approved by Council and should receive funding by approximately September 1, 2006.

Please call Paula Ilardo, Communications Manager at 623/882-7820 or e-mail [her at pilardo@goodyearaz.gov](mailto:pilardo@goodyearaz.gov) if you have any questions.

CITY OF GOODYEAR SPECIAL EVENT SPONSORSHIP FUNDING APPLICATION – FY 2006 - 07

DUE DATE: WEDNESDAY, MARCH 15, 2006 BY 5 PM

***Mail or deliver to City of Goodyear Communications Division
Goodyear City Hall, 190 N. Litchfield Rd.
Goodyear, AZ 85338***

NAME OF EVENT: _____ **Date of Application** _____

Please provide the following information regarding your organization:

Tax ID No. _____ **Requester Name: *** _____

Organization _____ **Title:** _____

Address _____ **Phone Number** _____

City/Zip _____ **Fax Number** _____

Phone _____ **E-Mail Address** _____

Is this your first request to the City of Goodyear? NO _____ YES _____

Previous City of Goodyear Funding (If Applicable)

<u>Budget Year</u>	<u>Amount Requested</u>	<u>Cash Amount Funded</u>	<u>In-Kind Amount Funded</u>
2005-06	_____	_____	_____
2004-05	_____	_____	_____
2003-04	_____	_____	_____

What are the various sources of funding (SHOW AMOUNTS) for this event?

<u>Revenues</u>	<u>This Event Request</u>	<u>Previous Event</u>
1. City of Goodyear	Est. \$ _____	\$ _____
2. Other Sponsors	Est. \$ _____	\$ _____
3. Grants	Est. \$ _____	\$ _____
4. Gate revenues	Est. \$ _____	\$ _____
5. Other fees (vendors, etc)	Est. \$ _____	\$ _____
6. Donations	Est. \$ _____	\$ _____
7. Others (specify)	Est. \$ _____	\$ _____
<u>Total Revenues</u>	Est. \$ _____	\$ _____
<u>Total Expenditures</u>	Est. \$ _____	\$ _____

*** If multiple event organizers involved, please attach names, roles and brief bios for each on separate sheet**

SPECIAL EVENT SPONSORSHIP – FY 2006 - 07

Application for City of Goodyear Special Event Sponsorship

Name of Event _____ **Dates of Event** _____

Site of Event _____ **In Which City?** _____

Brief Description of Event History _____

Brief Description of Event Elements _____

of Years Event Has Been in Existence _____ **# of Years Sponsored by Goodyear** _____

Value of Goodyear Cash Sponsorship (3 yrs) 2005 \$ _____ 2004 \$ _____ 2003 \$ _____

Value of Goodyear In-Kind Sponsorship (3 yrs) 2005 \$ _____ 2004 \$ _____ 2003 \$ _____

What type of in-kind services were provided in past?

Actual Attendance Per Year (3 Yrs) 2005 _____ 2004 _____ 2003 _____

Expected Attendance This Year _____ If increasing, why? _____

If not in City of Goodyear, how many Goodyear residents are expected to attend this event? _____

What % of attendees from SW Valley? ____ Other West Valley cities? ____ East Valley? ____ Other? ____

SPECIAL EVENT SPONSORSHIPS – FY 2006 - 07

Sponsorship Requested: [If filling out more than one column, give priority (1,2,3) to each request]	TITLE _____	Presentor or Host (circle which one) _____	OTHER? _____ (specify) _____
Cost of Sponsorship: \$ _____		\$ _____	\$ _____
Exclusive rights? Yes/No _____		Y/N _____	Y/N _____
Tickets: VIP # _____ \$ Value _____		# _____ \$ Value _____	# _____ \$ Value _____
Other _____ # _____ \$ Value _____		# _____ \$ Value _____	# _____ \$ Value _____
Parking Passes: VIP Y/N _____		Y/N _____	Y/N _____
Other Y/N _____		Y/N _____	Y/N _____
Signage/Banners? How many? _____		_____	_____
City Name: In or Under Name of Event ? _____		_____	_____
City Name or Logo:			
On Program Cover? # _____ Y/N _____		Y/N _____	Y/N _____
In other Publications? # _____ Y/M _____		Y/N _____	Y/N _____
In all pr/advertising? Y/N _____		Y/N _____	Y/N _____
On posters? Y/N _____		Y/N _____	Y/N _____
Shown on website? Y/N _____		Y/N _____	Y/N _____
T-shirt/other merchandise? Y/N _____		Y/N _____	Y/N _____
Other Benefits? Name them _____		_____	_____
		_____	_____
Advertising: Estimated Total \$ Value _____		_____	_____
Est. \$ Value of TV _____		_____	_____
Est. \$ Value of Print _____		_____	_____
Est. \$ Value of Radio _____		_____	_____
Sponsorship Renewal			
Right to Renew - Same Price/Cond? Y/N _____		Y/N _____	Y/N _____
First Right of Refusal Next Year? Y/N _____		Y/N _____	Y/N _____

SPECIAL EVENT SPONSORSHIPS – FY 2006 - 07

In-Kind Services Requested?

	<u>Service Requested</u>	<u># of Employees</u>
Parks	_____	_____
Recreation	_____	_____
Fire	_____	_____
Police	_____	_____
Sanitation	_____	_____
Public Works	_____	_____
Communications	_____	
Barricades	# _____	
Other?	_____	
Other?	_____	

Write any other Values/Benefits this sponsorship will mean to the City of Goodyear :

Thank You Very Much for Your Application

DUE DATE: WEDNESDAY, MARCH 15, 2006 BY 5 PM
Mail or deliver to City of Goodyear Communications Division
Goodyear City Hall, 190 N. Litchfield Rd., Goodyear, AZ 85338

Special Event Sponsorship – FY 2006 - 07

Application for City of Goodyear Special Event Sponsorship

As a condition of award, the City Council requests that organizations provide documentation of the use of appropriated money. Documentation can be provided in the form of financial reports, audited financial statements, letters from organizations or individuals within the community that were served by this organization or any other form of documentation approved by the Council at the time of the award. This documentation should be delivered to City Hall no later than 60 days after the end of the City's fiscal year in which the appropriation was funded.*

In what form will documentation be provided to substantiate the use of your organization's appropriation?

*Note: If event was sponsored by Goodyear the previous year, documentation of use of previous year's Goodyear funding must be attached to application for 2006-07 funding.

STATEMENT OF AUTHENTICITY

As an authorized officer/official of this organization, I hereby declare that the information provided on this application is correct and that the intended purpose of the requested funding has been presented fairly and accurately.

Printed Name of the Authorized Official

Signature of the Authorized Official

Date